

Last Received: 08/10/2012 10:52 AM  
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) MENTZER MEDIA Rep Firm  
Advertiser ( ) AM.FOR PROSPERITY 600 FAIRMONT AVE, S#306 Sales Office ( ) PHILADELPHIA  
Product AMER. FOR PROSPERITY TOWSON, MD 21286 Salesperson ( ) ANJIE BRADY  
Estimate# 288 Agency C/P1/P2/E //288  
Buyer STEPHANIE KOHLBAUER Flight Dates 08/09/2012 - 08/14/2012 Salesperson Phone# 215-567-6005  
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938  
Fax#

## --- CONTRACT COMMENT ---

CLIENT: AMERICANS FOR PROSPERITY SC=\*

## --- REMARKS ---

VER 3 ISSUED TO ADD LN'S 3-20 TO SKED;  
CXL 1X LN 1 PER AGY; REVISE TP ON LN 3  
REVISED CONTRACT TOTAL IS \$49,700  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	F-SU	8P-12A	2012 SUMMER OLYMPICS CXL 1X PER AGY/CLIENT REQUEST Sales Remark: V3 CXL 1X PER AGY/CLIENT REQUEST V3 More than 2 codes changed	:30	\$5,000.00	08/10-08/12	1	1	1	\$5,000.00	
	*2	SA-SU	6A-6P	2012 SUMMER OLYMPICS REVISE TIME PD Sales Remark: V3 REVISE TIME PD V3 More than 2 codes changed	:30	\$1,600.00	08/11-08/12	2	1	2	\$3,200.00	
	*3	SA	6A-7A	SATURDAY EARLY AM NEWS ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added	:30	\$400.00	08/11-08/11	2	1	2	\$800.00	
	*4	SA	7A-8A	SATURDAY AM NEWS ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added	:30	\$800.00	08/11-08/11	2	1	2	\$1,600.00	

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	*5	SA	8A-10A	Buyline Comment: SATURDAY TODAY SHOW ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added	:30	\$1,200.00	08/11-08/11	4	1	4	\$4,800.00	
	*6	SA	6P-630P	Buyline Comment: SATURDAY 6PM NEWS ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added	:30	\$500.00	08/11-08/11	2	1	2	\$1,000.00	
	*7	SU	6A-7A	Buyline Comment: SUNDAY EARLY AM NEWS ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added	:30	\$400.00	08/12-08/12	2	1	2	\$800.00	
	*8	SU	7A-8A	Buyline Comment: SUNDAY AM NEWS ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added	:30	\$800.00	08/12-08/12	2	1	2	\$1,600.00	
	*9	SU	9A-10A	Buyline Comment: MEET THE PRESS ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added	:30	\$1,200.00	08/12-08/12	2	1	2	\$2,400.00	
	*10	SU	6P-7P	Buyline Comment: SUNDAY 6PM NEWS ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added	:30	\$500.00	08/12-08/12	2	1	2	\$1,000.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*11	M-TU	9A-10A	TODAY SHOW 2	:30	\$500.00	08/13-08/14	4	1	4	\$2,000.00	
				Buyline Comment: TODAY SHOW 2								
				ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*12	M-TU	10A-11A	TODAY SHOW 2	:30	\$400.00	08/13-08/14	4	1	4	\$1,600.00	
				Buyline Comment: TODAY SHOW 2								
				ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*13	M-TU	12P-1P	NOON NEWS	:30	\$250.00	08/13-08/14	4	1	4	\$1,000.00	
				Buyline Comment: NOON NEWS								
				ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*14	M-TU	4P-5P	ANDERSON COOPER	:30	\$400.00	08/13-08/14	4	1	4	\$1,600.00	
				Buyline Comment: ANDERSON COOPER								
				ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*15	M-TU	5P-530P	5PM NEWS	:30	\$1,500.00	08/13-08/14	2	1	2	\$3,000.00	
				Buyline Comment: 5PM NEWS								
				ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*16	M-TU	530P-6P	530PM NEWS	:30	\$1,500.00	08/13-08/14	3	1	3	\$4,500.00	
				Buyline Comment: 530PM NEWS								
				ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

Rep Order# 6840155 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#

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Printed: 08/10/2012 1:46 PM  
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	*17	M-TU	6P-630P	6PM NEWS	:30	\$1,800.00	08/13-08/14	2	1	2	\$3,600.00	
			Buyline Comment: 6PM NEWS									
			ADD TO SKED									
			Sales Remark:	V3 ADD TO SKED								
			V3 Added									
	*18	M-TU	630P-7P	NBC NIGHTLY NEWS	:30	\$2,500.00	08/13-08/14	2	1	2	\$5,000.00	
			Buyline Comment: NBC NIGHTLY NEWS									
			ADD TO SKED									
			Sales Remark:	V3 ADD TO SKED								
			V3 Added									
	*19	M-TU	1135P-1235A	TONIGHT SHOW	:30	\$400.00	08/13-08/14	4	1	4	\$1,600.00	
			Buyline Comment: TONIGHT SHOW									
			ADD TO SKED									
			Sales Remark:	V3 ADD TO SKED								
			V3 Added									
	*20	M-TU	11P-1135P	LATE NEWS	:30	\$1,800.00	08/13-08/14	2	1	2	\$3,600.00	
			Buyline Comment: LATE NEWS									
			ADD TO SKED									
			Sales Remark:	V3 ADD TO SKED								
			V3 Added									

---REPORT TOTALS---

Report Totals: 52 / \$49,700.00

---SALES MONTHLY TOTALS---

Aug 12: 52 / \$49,700.00  
Sales Totals: 52 / \$49,700.00  
Station Totals: 52 / \$49,700.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$49,700

CATV 0%	WAVY 100%	WGNT 0%	WPXV 0%	WTKR 0%
WTVZ 0%	WVBT 0%	WVEC 0%		

---COMPETITIVE COMMENTS---

COMPETITIVE TO FOLLOW BUYER REVISION

Books JUL11, EJUL12  
Demos RA50+

--- CREDIT RISK ---

CASH IN ADVANCE